

Sumter Opera House 2016 / 2017 Performance Series

Playbill Advertising



More than **15** performances
10,000+ audience members
8+ months of distribution

Put your message before an active, engaged, diverse audience — and enjoy the benefits.

The theater's playbill is read and kept by a performing arts audience with disposable income, who come throughout the year for the best in music, theater and dance.

Playbill ads are distributed for the entire 2016/2017 season, for just one price. Competitive rates help you reach this desirable consumer with a full-color message.

Contact us to reserve your space today!

More than a playbill!

- **Direct Contact** with theater patrons — put your display in the theater lobby
- **eNews** promotions
- **Create Your Own Benefit** — Tell us your ideas and we can work together to promote your business

**Advertiser Deadline for Artwork
and Contract is September 15, 2016.**

Seth Reimer (Sales)

SReimer@Sumter-SC.com | 803.774.3955

Matthew Morse (Graphics)

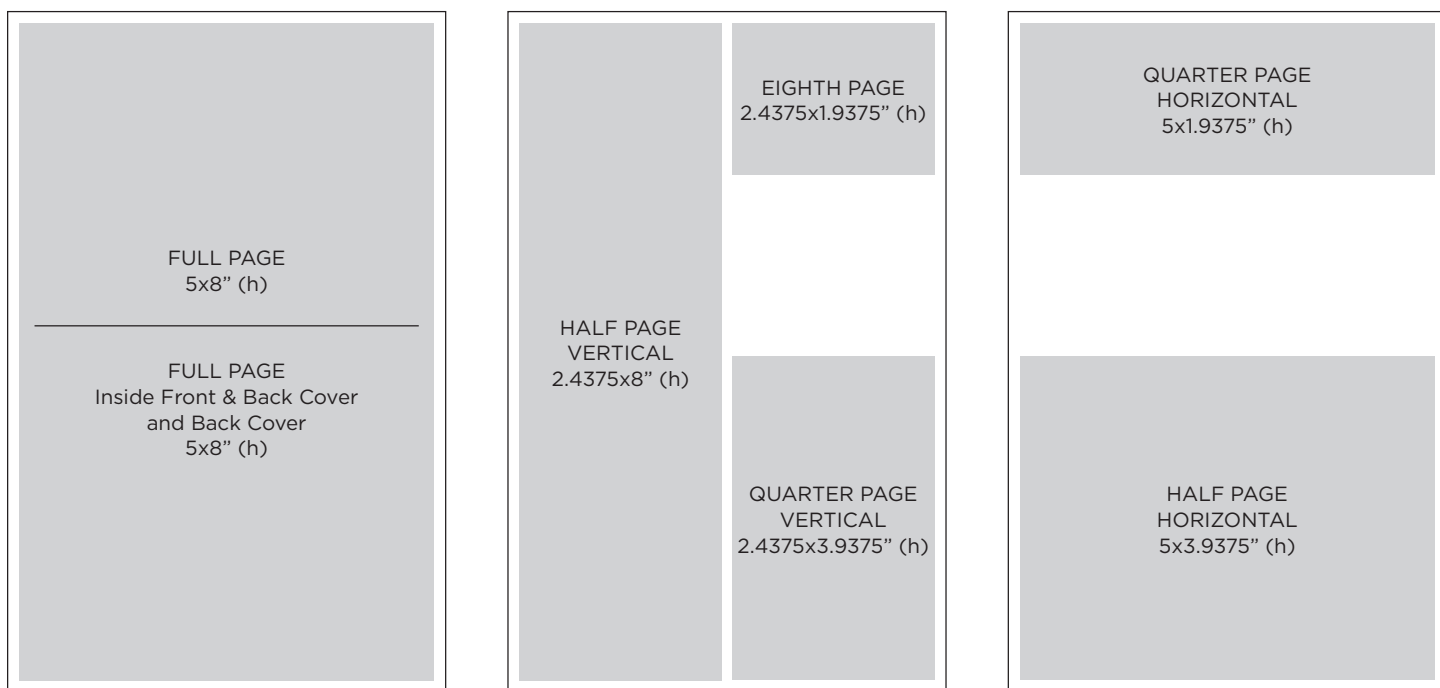
MMorse@Sumter-SC.com | 803.607.2816

SUMTEROPERAHOUSE.COM



Playbill Advertising

2016-2017 Playbill Ad Sizes & Specifications



SIZES AND RATES

Sizes	Rate	Sizes (w x h)
Eighth Page (Horizontal)	\$100	2.4375 x 1.9375"
Quarter Page (Vertical)	\$175	2.4375 x 3.9375"
Quarter Page (Horizontal)	\$175	5 x 1.9375"
Half Page (Vertical)	\$250	2.4375 x 8"
Half Page (Horizontal)	\$250	5 x 3.9375
Full Page	\$495	5 x 8"

Inside FRONT Cover	\$1250	5 x 8"
Inside BACK Cover	\$1250	5 x 8"
Outside BACK Cover	\$1600	5 x 8"

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Ad Submission Guidelines

All ads are full color. Preferred digital file format is **high resolution** (300dpi or higher) PDF (CMYK color). Files may also be submitted as **high resolution** (300dpi or higher) TIFF or JPEG files (CMYK color). We suggest that color proofs be submitted along with files. All ads submitted must match sizes specified on this rate sheet. File name should include Advertiser's name.

Submit ads by CD, DVD, USB or email. Do not send film, preprinted pages, or computer laser/inkjet printouts. Email files may be compressed as .ZIP files. In email subject line, please specify **Ad for Sumter Opera House Playbill**. If additional layout or typesetting is required, an additional fee of \$50 will be charged.

Ads may be emailed to
MMorse@Sumter-SC.com

SUMTEROPERAHOUSE.COM

Sumter Opera House Performance Series 2016/2107 Advertising Rate Sheet & Contract



Ad Sizes Rate*

1/8 Page	\$100
1/4 Page (Vertical)	\$175
1/4 Page (Horizontal)	\$175
1/2 Page (Vertical)	\$250
1/2 Page (Horizontal)	\$250
Full Page	\$495

Inside Front Cover	\$1250
Inside Back Cover	\$1250
Outside Back Cover	\$1600

Typesetting/Layout	\$50
Ad Creation	\$100
Changes to Pick-Up Ad	\$25

*Full payment due by 9/15/16

_____, herein after called the Advertiser, agrees to purchase display advertising space in the Sumter Opera House Playbill for the 2016/2017 Performance Series, which includes more than 15 performances with a possible distribution to more than 10,000 audience members.

Terms:

- Advertiser agrees to furnish ad materials and payment to Sumter Opera House no later than 5:00pm on September 15, 2016
- If layout or typesetting is required to render Advertiser's copy camera-ready, Advertiser agrees to pay the typesetting/layout fee. The charge for these additional services is \$50. Advertiser will be invoiced for these fees separately if applicable. Layout/Typesetting fee will be waived for full page advertisers.
- Premium spaces are filled as contracts with payments are received.
- If full payment is not received by September 15, 2016, Sumter Opera House retains the right to not place the ad in the 2016/2017 Performance Series Playbill unless payment terms are arranged prior to this date.
- Balances not paid by September 15, 2016 are subject to a 1.5% fee per month.

YOUR AD - PLEASE COMPLETE THE FOLLOWING

Ad Size	Format	Ad Price	Total Amount Due
_____	<input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	\$ _____	\$ _____
<input type="checkbox"/> Artwork Supplied (Email, CD, DVD or USB)		<input type="checkbox"/> Artwork to be supplied by 9/15/16 (Email, CD, DVD or USB)	
<input type="checkbox"/> Check Enclosed	<input type="checkbox"/> I authorize Sumter Opera House to charge my Credit Card for the amount indicated above. Number: _____ Exp Date: _____		

Business Name: _____ Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

☐ I agree to the terms and conditions set forth in this contract.

Return Check Payable to Sumter Opera House & Contract to:

Sumter Opera House • Attn: Playbill Advertising • 21 N. Main Street • Sumter, SC 29150

Packages may be mailed to or dropped off at the address above. Materials must arrive by 5pm on 9/15/16.